

Governor's Motorcycle Advisory Council

Griffins Tavern – Flint Hill, VA

08/08/06

11:00a.m. – 1:00p.m.



www.motorcycleva.com

Chair: Robert P. Crouch, Jr.

Recording Secretary: Audrey Odum

Council Members:

Robert Crouch	Bernard Adams	Richard Becker
Bruce Biondo	Dale Coyner	Sgt. C.D. Jessee for Capt. Denney
Charles Finley	Melissa Franklin	Richard Lewis for Ralph Earnhardt
Richard Holman	Keith Lindgren	Joseph Marshall
Tom McGrath	James Ramsey	Rick Richardson
Patrick Saunders	Chuck Talley	

Guest: Elizabeth Gilboy w/Community Design Assistance Center, VA Tech
Glennadine Gouldman w/Motor Maids of North American
Shirley Thacker w/Motor Maids of Virginia
Linda Holman, Monterery

###

Council Members

Absent:

Chief Charles Bennett, Jr.	Jim Cannon	Sec. Pat Gottschalk
Julia Hammond	Mark Hodges	Sec. Pierce Homer
David Jennings	Sec. John Marshall	John Mazza
Del. Samuel Nixon, Jr.	Sen. Phil Puckett	Lora Sharkey
Shawn Walker		

Greetings and Introductions

Chair Bob Crouch welcomed and thanked everyone for attending the fourth official meeting of the Governor's Motorcycle Advisory Council. The Chair recognized Griffins Tavern for hosting the meeting and credited Julia Hammond for the meeting arrangements.

Roll Call

Chair Bob Crouch asked for roundtable introductions. Representation was sufficient for Quorum.

Council Business

The Chair asked Council to review and approve minutes from June 6, 2006 meeting. Approved/No Changes.

Keith Lindergren furnished update on PSA. Concerns voiced on funding for distribution of PSA. It was mentioned that Corrine Keller with VA State Police was looking into possible grant funding to use in this endeavor. Bruce Biondo will check with the National Highway Traffic Safety Administration on any opportunities for funding airtime for the PSA. Richard Lewis with Tourism offered to check on funding through there agency. PSA will also be incorporated on the motorcycle website.

Tom McGrath mentioned that the Motorcycle Coalition would be reintroducing the toll bill during the next General Assembly. Discuss the hazard toll booths present to motorcyclist. Mention there would be a toll protest the first Monday in October.

Dale Coyner gave update on the motorcycle website. Discussed future updates on setup, headlines, etc. Dale mentioned the marketing initiative where Lexington and Rockbridge Area Tourism and the Roanoke Valley Convention & Visitors Bureau have joined forces to highlight motorcycle trails in two regions. Dale furnished Council with brochure that was produced to address this event.

Chair Bob Crouch introduced Elizabeth Gilboy, Director of Community Design Assistance Center and asked her to update the Board on their efforts to promote motorcycling in VA. Elizabeth gave a brief description of the CDAC and mentioned the development of a brochure for motorcyclists or other travelers who enjoy exploring the back roads of Southwest Virginia. This tour is a guide to the “Lost” Communities of Virginia’s Blue Ridge. The routes reveal physical remnants of once thriving communities along with unique areas to explore and visit that whisper a sense of Virginia’s history and character.

The Chair recognized the various sub-committees that were identified to carry out the mission of the Council and requested an update on activities. The committees that have been established are as follows:

Tourism Economic Development Safety Marketing / Communications Finance

Tourism - Julia Hammond was not present to give update on Tourism. Richard Lewis from Tourism will address with his office the possibility of creating a statewide motorcycle brochure in time for the celebrations surrounding Jamestown 2007. Suggestion was made that brochures, etc. displayed through Tourism have the motorcycle logo at the top in order for quick reference. No objection if brochures are from legitimate source.

Economic Development - Rick Richardson recognized the Economic Development Committee. Discussed recent economic investments in North Carolina where Indian Motorcycle Co. will move the company from Florida to Kings Mountain. Rick mentioned the possibility of using tele-marketing to pinpoint motorcycle projects, etc. in VA. Will continue to identify resources within the motorcycling community that could add value to this Council.

Safety - Keith Lindgren mention exploring expansion of the motorcycle program within the school system and also what they offer on drug and alcohol programs. Briefly discussed HB288 and the need to increase the motorcycle program without making it mandatory. Emphasized the need for timely training and the need for more rider instructors. Information on instructor training opportunities can be found at www.mscv.org .

Marketing / Communications – In an effort to bring recognition to the motorcycle initiative, Dale Coyner mentioned a letter that was being prepared that would be sent to area business, etc. promoting motorcycling in VA. Dale mentioned the several magazines that recognition VA. The latest edition of “Rider Magazine” included our motorcycle website in a recent published article. “Back Roads Magazine” highlighted VA’s bumper stickers in their magazine. Dale also mentioned that he would continue working on getting the PSA on the website and distributed.

Finance – Charlie Finley discussed various funding opportunities. Concern was addressed as to amount of donations, where funds would be housed, financial needs of committees to fulfill their goals and initiatives. Suggestion was made to recognize businesses, vendors, etc. that make donations on the motorcycle website. Charlie asked that committees channel funding needs through the finance committee. Current funding needs are: Website Design, Statewide Publication, PSA Distribution.

Other concerns that were mentioned:

- Can the Council as Governor appointees and representative solicit funds to carryout goals?
- Future of Council and the possibility of putting forth legislation to become institutionalized through legislation.
- Visit recommendation that Awards could be given for promoting motorcycling in VA.

Chair Bob Crouch thanked Council members and guest for their attendance and recognized the accomplishments thus far. Bob encouraged the committees to continue to move forward in promoting motorcycle related tourism, business development and motorcycle awareness and safety as set forth in the Council's adopted mission statement.

Public Comment - Glennadine Gouldman with Motor maids of North American asked the Board about the possibility of putting the PSA on their website. There was no objections. Glennadine will check on this and get back with Council.

Future Meeting(s)- October 10, 2006
DMV Headquarters
Richmond, VA